

September Workplan Logistics (DTS 9/1 - 9/26)

	① ② DORAL B2G1F	DORAL * B1CG5F Cigarette/ Tobacco Store	DORAL * Supermarket Pack	DORAL * Supermarket Carton	WINSTON September B2G2 Lighters
I. Selling/Execution Detail					
Promotion Details	Buy 2 Packs Get 1 Free "pre-sleeved" product. Offer includes name generation	Buy 1 Carton Get 5 Packs Free with DORAL & Co. sign- up printed inside sleeve③ <i>20,040 Offers</i>	DORAL 406/2- Packs④ in conjunction with DORAL 2-pack discount cards (cards do not have specific values printed on them). (Active trigger, i.e., GPC, Basic or Marlboro discounting not required.)	DORAL \$2 Carton Buydown ④ (Active Trigger, i.e., GPC, Basic or Marlboro discounting not required.)	Buy 2 Packs Get 2 Lighters. Includes Product Story Insert.
Display Size/Load	21	150	N/A	N/A	20
Offer/Materials - Item #:	530030	CTS POS - 533114 133	533450	N/A	Display/POS Kit with Sleeves- 527552
- Includes:	Counter Display Preassembled, POS Card	533114-Display Kit consists of: 2 Header Cards, 2 Side Cards and Poster	100 Cards and 2 Tent Cards	N/A	Counter Display Preassembled, 20 sets of 2 lighters each in sleeves with product story, 1 DBRC
- SKU Packing:	1 SKU	POS - 1/SKU	100/SKU	N/A	20
Recommended Displays	in SKU	527951 ④ CTS 8-Case Display or High Impact Supplemental Display	RJR Promotional Pack Platform	On-Shelf with High Visibility Price Communication	in SKU
II. ROU Detail					
Promotion #	701143	701646	701622 (cards only)	N/A	700649
Allocations Available	4/1	6/2	Open Order	N/A	5/7
Model Available	5/19	N/A	N/A	N/A	5/19
Allocation Adjustments to Model	5/19 - 6/27	N/A	N/A	N/A	5/19 - 6/27
Templates Available	6/30	N/A	N/A	N/A	6/30
Value-Added Transfer Deadline	6/30 - 7/11 ③	N/A	N/A	N/A	6/30 - 7/11
First Order Date:	7/14	7/14	8/4	N/A	7/21
First Delivery Date to D/A:	8/4	8/4	N/A	N/A	8/4
Reporting Dates:	9/1 - 10/31	9/1 - 10/31	N/A	N/A	9/1 - 10/31
SIS Reporting:	DOR B2G1F SEPT.	DOR B1CG5F SEPT	DOR 2 PK SEPT. CD and appropriate discount code	Use appropriate DORAL buydown code	WIN SEP B2G Ltrs
Promotional UPC	012300-23850	N/A	12300-23855	N/A	012300-70373
Product UPCs	Lts 85 - 22588 Lts Mthl - 22592 Lts 100 - 22589 FF 100 - 22590 FF 85 - 22593 Ult 100 - 22594 FF Box - 84026 Lts Box - 84128 FF Box 100 - 22360 Lts Box 100 - 22361	(Gratis Only) Lts 100-21775 133 FF 100-21776 67 Lts Mthl 100-21858 67 UI Lts 100-21860 67 <i>Ctns each Ltr</i> <i>60/30/30/30</i>	N/A	N/A	N/A

① WAM accounts will participate in this promotion.

② DORAL B2G1F will be pre-sleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack. Each 6M case contains 90 offers per case plus 30 live packs. Direct accounts should place seven pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payment to direct accounts is \$14 per live 12M case to place cartons in preassembled display and ship. This equates to \$4.90 per 6M promotional case (RE: FSC-24-A).

③ VAP transfer dates extended due to July 4 holiday.

④ New CTS promotional 8-case display available for order 4/1. Place orders for DSD to arrive June 1. This display will be used for June, September and December DORAL CTS promotions.

⑤ DORAL B1CG5F - Gratis will be packed in 5-pack sleeves in Winston-Salem. Each white carton will contain 2 5-pack pre-sleeved offers. Each 6M case contains 60 5-pack offers. Sleeves to be attached to cartons of live product in Field.

⑥ Priority Regions - Pittsburgh, Cincinnati, Richmond, Winston-Salem, Seattle, Denver, Minneapolis - Follow above guidelines unless an active trigger is present and you are matching at higher value. If so, packs should receive appropriate buydown based on your carton buydown denomination (e.g., \$2.50 carton and 25¢ pack or 50¢/2 packs with DORAL discount cards).